

FIG. 1

AUDIO PROGRAM DATABASE -200

<u>DATE/TIME</u> 240	<u>STATION</u> 245	<u>GEOGRAPHIC AREA</u> 248	<u>TITLE</u> 250	<u>PROGRAM TYPE(S)</u> 255	...	<u>PERFORMERS</u> 270
11/18/99 -- 8:00 P.M.	WPXI	NYC	CASEY'S COUNTDOWN	TOP 40		VARIOUS ARTISTS
11/18/99 -- 8:30 P.M.	WNWE	PHILADELPHIA	FINANCE UPDATE	FINANCE; TALK; TRAFFIC		JOE BANKER
...						
11/18/99 -- 9:00 P.M.	WPJL	NYC	GREATEST HITS	ADULT CONTEMPORARY		VARIOUS ARTISTS

205 ~

210 ~

220 ~

FIG. 2

## LISTENING HISTORY (POSITIVE EXAMPLES) 300-1

	TIME 320	STATION 325	PROGRAM TYPE 1 330	...	PROGRAM TYPE N 335	...	PERFORMERS 340	ENVIRONMENTAL OBSERVATIONS 345	CLASS 350
301	1930	WPAX	TOP 40		N/A		VARIOUS ARTISTS	LOCATION(S): WESTCHESTER COUNTY LOCATION CHARACTERISTICS: SUBURBAN; RURAL WEATHER: CLEAR; SUNNY MOVEMENT CHARACTERISTICS: 55 MPH	POS
302	...	...	...		...		...	...	...
303	1900	WTKU	TALK RADIO		TRAFFIC; FINANCE		JOE BANKER (HOST)	LOCATION(S): NEW YORK CITY LOCATION CHARACTERISTICS: URBAN WEATHER: PARTIALLY CLOUDY; 50 DEGREES MOVEMENT CHARACTERISTICS: 15 MPH; STOP-AND-GO TRAFFIC	POS

FIG. 3A

## LISTENING HISTORY (NEGATIVE EXAMPLES) 300-2

	TIME 320	STATION 325	PROGRAM TYPE 1 330		PROGRAM TYPE N 335	...	PERFORMERS 340	ENVIRONMENTAL OBSERVATIONS 345	CLASS 350
305	0530	WCTR	COUNTRY		NASHVILLE		FAITH RHYMES; TIM GARTH	LOCATION(S): WESTCHESTER COUNTY LOCATION CHARACTERISTICS: SUBURBAN; RURAL WEATHER: CLEAR; SUNNY MOVEMENT CHARACTERISTICS: 55 MPH	NEG
306	...	...	...		...		...	...	...
307	1400	WPJL	CLASSICAL		TRAFFIC; WEATHER		JANE MUSIC (HOST)	LOCATION(S): NEW YORK CITY LOCATION CHARACTERISTICS: URBAN WEATHER: PARTIALLY CLOUDY; 50 DEGREES MOVEMENT CHARACTERISTICS: 15 MPH; STOP-AND-GO TRAFFIC	NEG

FIG. 3B

## USER PROFILE 360

	RULE IDENTIFIER 380	CONDITIONS 385	RECOMMENDATION 390
371	RULE 1	TIME > 1830 & TIME ≤ 1930 & PROGRAM TYPE = TALK RADIO & LOCATION CHARACTERISTICS = URBAN	POS [98.5%]
372	RULE 2	TIME > 1430 & PROGRAM TYPE = TOP 40 & WEATHER = SUNNY	POS [96.5%]
373	RULE 3	TIME > 600 & MOVEMENT CHARACTERISTICS = AVG SPEED > 45 MPH	NEUTRAL
...			
374	RULE N	DEFAULT	NEG [100.0%]

FIG. 3C

6/6

400

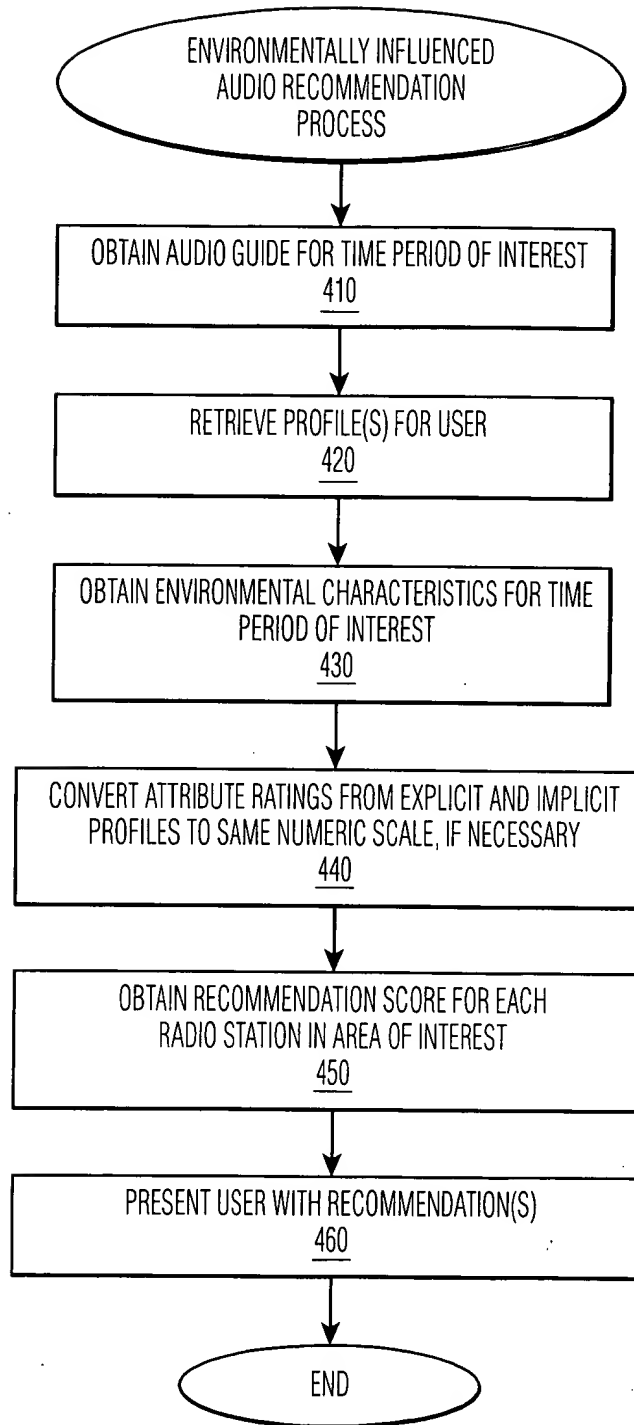


FIG. 4